Career Path Overview & Outline

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JOB DESCRIPTION

Job Title: Visual Designer

Role:
- Design logo/brand identity.
- Create assets for digital ads, emails campaigns, and social media marketing.
- Create assets for print media.
- Packaging design

Qualifications:
- Portfolio of work
- Proficient in the Adobe Creative Suite: Ai, Ps, Id, Dn.
- Typography skills
- Team player & Collaborator; ability to also work independently.
- Excellent communicator: verbal, written, visual/storytelling.
- Time-management and organization.
- Problem-Solver

Seniority: Intern, Entry Level, Associate

Employment Type: Full-time, Part-time, Freelance, Contract

CASE STUDY OUTLINE

Problem Statement/Overview/Brief/Challenge/Content/About

Create the visual / brand identity and design brand assets for a new hair salon, Boho Hair Boutique.

Responsibilities

- Define color palette and typography.
- Develop a logo concept and variations (with or without text, social media icon, favicon etc).
- Design print materials: business cards, appointment cards, service list/pricing sheet, retail pricing sheet.
- Design digital media: intro email promotion, social media promotion.
- Design additional assets: retail packaging (bags or bag tags), stylist aprons, face masks

Keywords:

Identity
Branding
Typography
Packaging
Logo
Social Media
Ads
Brand Assets

CASE STUDY OUTLINE

Process/Steps/Development Process/Brainstorming/Research/Iterations/Variations/Evolution

- Client “Brand Identity Questionnaire” - understand the direction/vision for the brand
- Research, brainstorming, gather inspiration/mood board
- Sketch logo concepts
- Define typography and color palette
- Client approval and revisions
- Develop vector art / logo mark and variations
- Sketch concepts for brand assets (print, digital, packaging)
- Client approval and revisions
- Design brand assets
- Develop mock-ups / renderings
- Gather stock/supportive images for portfolio presentation

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Evaluation/Take aways/Reflection/Problem Solving/What I learned/Analysis

- Did I visually communicate my thought process and design process?
- Did I demonstrate proficient use of adobe tools?
- Is my case study presentation organized with appropriate hierarchy?
- Can I improve upon my asset development or presentation?

SUPPORTIVE IMAGERY

- Sketches
- Color Palette
- Illustrations / vector “graphic”
- Final logo concepts
- Phone & email screenshots for digital asset presentation
- 3D rendering for print media and package design
- Business images / splash page image